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Before the FEDERAL COMMUNICATIONS COMMISSION Washington, D.C. 20554

In the Matter of)	
Amendment of Section 73.202(b),)	MB Docket No. 03-238
FM Table of Allotments,)	RM-10820
For FM Broadcast Stations.)	RECEIVED
(Lancaster and Pickerington, Ohio))	MAR - 1 2004
To: Secretary, to forward to:		" SWERAL COM
Assistant Chief (Allocations) Audio	Division	OFFICE OF THE SECRETARY

FURTHER COMMENTS

North American Broadcasting Co., Inc. ("North American"), the licensee of WEGE(FM), Westerville, Ohio (Facility ID No. 60099), by its attorneys, hereby respectfully submits these further comments in connection with the *Notice of Proposed Rule Making*, DA 03-238, released November 17, 2003, in the above-captioned docket (the "NPRM"). 1/

The NPRM proposes the reallotment of Channel 278A from Lancaster, Ohio, to Pickerington, Ohio, to serve as Pickerington's first local transmission service, and proposes to modify the license issued to Franklin Communications, Inc. ("Franklin") for Station WJZA to specify operation at Pickerington instead of Lancaster. Franklin filed Comments in support of the NPRM on the comment deadline of January 15, 2004, and both Franklin and North American filed Reply Comments on the reply comment deadline of January 30, 2004. On February 18, 2004, the

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North American, by a separate Motion for Leave to File Further Comments, is requesting Commission leave to file these Further Comments, which address new matters raised by the petitioner in this proceeding.

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"Sur-Reply of Franklin Communications, Inc. to Reply Comments" (the "Sur-Reply") was filed in this docket by Franklin, accompanied by a "Motion to Accept Sur-Reply of Franklin Communications, Inc. to Reply Comments." Also on February 18, 2004, Franklin filed pleadings in two application proceedings involving North American, one, an "Opposition to Petition for Reconsideration" relating to North American's dismissed application for a construction permit for a minor change in the licensed facilities of WEGE(FM), FCC File No. BPH-20011221AAQ (the "2001 Application"), and, two, a "Reply to Opposition to Motion to Dismiss and Informal Objection" relating to North American's pending application for a construction permit for a minor change in the licensed facilities of WEGE(FM), FCC File No. BPH-20040198ALM (the "2004 Application").

North American's Reply Comments in this docket noted that the 2004 Application, which was accepted by the Commission on January 12, 2004, does not meet the minimum spacing requirements of Section 73.207 of the Commission's Rules to the reference coordinates specified in the *NPRM* for the proposed Pickerington allotment. However, it was noted that the 2004 Application *would* be fully spaced to the Pickerington allotment if the reference coordinates were changed to 39°55'42" N, 82°38'42" W (the "Alternate Reference Coordinates"). 2/

North American cited to the Commission's *Conflicts* policy, which, in cases in which a proposed allotment conflicts with a construction permit application, requires, when possible, accommodation of both the construction permit application and the proposed allotment by a site

 $[\]underline{2}$ / North American demonstrated that a station operating on Channel 278A from the Alternate Reference Coordinates would place the requisite 70 dB μ contour over the entire community of Pickerington and would comply with the Commission's minimum spacing requirements

restriction on or channel change to the proposed allotment. 3/ North American showed that from the Alternate Reference Coordinates, there would be a net gain in WJZA's 60 dBμ service over that currently provided by Station WJZA of 82,972 persons and a slight loss of 11 square kilometers, and that both the gain and loss areas from the Alternate Reference Coordinates are well-served. North American noted that to the extent that WJZA's operation from the Alternate Reference Coordinates would result in a lesser population gain than from the reference coordinates suggested by the petitioner, that difference is more than outweighed by the net increase in population served (530,223 persons) that would result from the grant and implementation of the 2004 Application. Moreover, implementation of the 2004 Application would eliminate a grandfathered short-spacing. Hence, North American demonstrated that the public interest would best be served by the accommodation of both proposals.

North American also noted in its Reply Comments that while the 2004 Application is not fully spaced to the Class C license of WPAY-FM, Portsmouth, Ohio, it is fully spaced to the granted Class C construction permit for WPAY-FM, as well as to WPAY-FM as reclassified to Class C0 (WPAY-FM having been the subject of a reclassification proceeding), and therefore the 2004 Application had requested, to the extent necessary, waivers of Sections 73.207(b) and 73.3517 of the Commission's Rules.

Franklin asserts in its Reply Comments that the 2004 Application should not be considered as a counterproposal in this allocations docket because of the "application's non-

^{3/} See Conflicts Between Applications and Petitions for Rule Making to Amend the FM Table of Allotments, 7 FCC Rcd 4917 (1992) ("Conflicts"), recon. granted in part and denied in part, 8 FCC Rcd 4743 (1993).

compliance with the Commission's rules...." 4/ Franklin, as has Radio Stations WPAY/WPFB, Inc. ("WPAY Inc."), the licensee of WPAY-FM, has opposed the 2004 Application. For the reasons set out by North American in its 2004 Application and in its pleadings in support of the 2004 Application, 5/ the public interest benefits of the 2004 Application justify any waivers that might be necessary for action on the application. Rather that reiterate these grounds for grant of the 2004 Application, North American hereby incorporates by reference its filings in the 2004 Application proceeding. 6

Franklin's other contentions in its Reply and Sur-Reply are addressed in

North American's pleadings relating to the 2004 Application, and will not be exhaustively

repeated here. By way of summary, the 2004 Application is not an impediment to the adoption of

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^{4/} See Franklin Reply Comments at 2-3.

^{5/} See North American's "Opposition to Motion to Dismiss and Informal Objection" dated February 5, 2004, and North American's "Consolidated Response" dated March 1, 2004, in FCC File No. BPH-20040198ALM. For convenience, copies of the 2004 Application and North American's pleadings relating to the 2004 Application are attached hereto at Attachments A-C.

^{6/} Franklin and WPAY Inc. cite to several cases which state that counterproposals must be fully-spaced and technically acceptable at the time of the counterproposal filing deadline. See, e.g., Broken Arrow and Bixby, Oklahoma, and Coffeyville, Kansas, 3 FCC Rcd 6507 at n.2 (1988), Springdale, Arkansas, Carthage, Aurora and Willard, Missouri, 4 FCC Rcd 674 at n.7 (Deputy Chief, Policy and Rules Div. 1988); Kaukauna and Cleveland, Wisconsin, 6 FCC Rcd 7142 at n.1 (Ass't Chief, Allocations Br. 1991); Cut and Shoot, Texas, 11 FCC Rcd 16383 (Chief, Policy and Rules Div. 1996). It is, of course, fundamental Commission policy that proposals to change the FM Table of Allotments must be fully-spaced, and these cases simply implement that basic policy. They are not applicable here, however, because the technical short-spacing to the abandoned Class C licensed facilities of WPAY-FM does not involve an allotment change – but rather relates to North American's construction permit application, which duly requested, to the extent necessary, a waiver of Section 73.207(b). As to Oswego and Granby, New York, 16 FCC Rcd 16927 (Chief, Allocations Br. 2001), recon. dismissed as moot, 18 FCC Rcd 17615 (Ass't Chief, Audio Div. 2003), on reconsideration the Audio Division did not reach the issue of the proper accommodation of a construction permit application with an allotment proposal because the application there was subsequently dismissed on technical grounds, which were not contested by the applicant.

the proposed reallotment of WJZA to Pickerington, but rather, with the site restriction suggested by North American, both the 2004 Application and the Pickerington alloment may be implemented, thereby resulting in a net service gain of over 613,00 persons, a first local transmission service to Pickerington and the elimination of a grandfathered short-spacing. In light of the overall public interest benefit, and the continued ability of WJZA to provide 70 dBu service to all of Pickerington, it is not material to the Commission's mandate to optimize spectrum efficiency that the increase in population served by WJZA would not be as great from the Alternate Reference Coordinates. As to the unjust abuse of process charges, North American has cited to the Commission's Class C/Class C0 reclassification policy in support of the grant of the modification of WEGE; merely because the matter is a case of first impression does not warrant the charges against North American. Moreover, it should be noted that North American is the only party in this rule making or the application proceedings whose proposal provides the greatest cumulative public benefit and accommodates all the parties' stated goals – Franklin's to provide first local transmission service to Pickerington, WPAY Inc.'s to upgrade to full Class C facilities pursuant to its granted construction permit, and North American's to improve WEGE's served population by over a half-million persons, while still serving the needs, interests and concerns of the residents of Westerville.

For the reasons set forth in North American's comments in this proceeding, and in the filings incorporated by reference here, if the Commission concludes that it should adopt the proposal to reallot Channel 278A from Lancaster to Pickerington, Ohio, such reallotment should be based on the Alternate Reference Coordinates and include the appropriate site restriction, so that the 2004 Application *and* the proposed Pickerington reallotment may both be implemented, thereby cumulatively best serving the public interest.

Respectfully submitted,

NORTH AMERICAN BROADCASTING

CO., INC.

Marissa G. Repp

HOGAN & HARTSON L.L.P. 555 Thirteenth Street, N.W. Washington, DC 20004-1109 (202) 637-6845

Its Attorneys

March 1, 2004

Attachment A

WEGE 2004 Application, File No. BPH-20040198ALM

Federal Communications Commission Washington, D.C. 20554	Approved by OMB 3060-0027 (June 2002)	FOR FCC USE ONLY	
FCC 301			
APPLICATION FOR CONSTR COMMERCIAL BROAD	CACTON PERIMIT FOR	for commission use only file no. BPH - 20040108ALM	
Read INSTRUCTIONS Before	re Filling Out Form	_	

L	Read INDIROCIA	or of Botole I ming Out I om					
Se	ction I - General Information						
1.	Legal Name of the Applicant NORTH AMERICAN BROADCAS	STING CO., INC.					
	Mailing Address 1458 DUBLIN ROAD						
	City COLUMBUS		State or Country (if foreign address) ZIP Code OH 43215 -				
	Telephone Number (include area co 6144817800	de)	E-Mail Address (if available) MMNICH@NABCO-INC.COM				
	FCC Registration Number: 0003004066	Call Sign WEGE	Facility ID Number 60099				
2.	Contact Representative (if other that MARISSA G. REPP	n Applicant)	Firm or Company Name HOGAN & HARTSON LLP				
1	Telephone Number (include area co 2026376845	de)	E-Mail Address (if available) MGREPP@HHLAW.COM				
3.	If this application has been submitte Governmental Entity C Other	d without a fee, indicate reason	for fee exemption (see 47 C.F.R. Section 1.1)	114):			
4.	Application Purpose						
	C New station		C Major Modification of construction pe	ermit			
	C Major Change in licensed facilit	ty	Minor Modification of construction permit				
	Minor Change in licensed facility	ty	C Major Amendment to pending application				
			Minor Amendment to pending application NA				
	(a) File number of original construc	ction permit:					
	(b) Service Type:		C AM © FM C TV C DTV				
	(c) Community of License: City: WESTERVILLE (d) Facility Type		State: OH Main C Auxiliary				
	If an amendment, submit as an Exl Question Number the portions of the being revised.	hibit a listing by Section and e pending application that are	[Exhibit 1]				

NOTE: In addition to the information called for in this section, an explanatory exhibit providing full particulars must be submitted for each question for which a "No" response is provided.

Section II - Legal

1:	Certification. Applicant certifies that it has answered each question in this application based on its review of the application instructions and worksheets. Applicant further certifies that where it has made an affirmative certification below, this certification constitutes its representation that the application satisfies each of the pertinent standards and criteria set forth in the application instructions and worksheets.	€ Yes C No
2.	Parties to the Application.	

	a. List the applicant, and, if other than a natural person, its officers, directors, stockholders with attributable interest and/or members. If a corporation or partnership holds an attributable interest in the applicant, list separately its stockholders with attributable interests, non-insulated partners and/or members. Create a separate row for each additional pages if necessary.	officers, directors,
	(1) Name and address of the applicant and each party to the application holding an attributable interest (if other than individual also show name, address and citizenship of natural person authorized to vote the stock or holding the attributable interest). List the applicant first, officers next, then directors and, thereafter, remaining stockholders and other entities with attributable interests, and partners. (2) Citizenship. (3) Positional Interest: Officer, limited partner, LLC members attributable under the Commissional Commission of the applicant and each party to the application (2) Citizenship.	per, investor/creditor mission's equity/debt plus
	(5) Percentage of total assets (capture of total assets (capture of total assets) [Enter Parties/Owners Information]	equity plus debt).
	b. Applicant certifies that equity and financial interests not set forth above are non-attributable.	Yes C No C N/A See Explanation in [Exhibit 2]
3.	Other Authorizations. List call signs, locations, and facility identifiers of all other broadcast stations in which applicant or any party to the application has an attributable interest.	N/A [Exhibit 3]
4.	Multiple Ownership.	
	 a. Applicant certifies that the proposed facility: 1. complies with the Commission's multiple and cross-ownership rules; 2. does not present an issue under the Commission's policies relating to media interests of immediate family members; 3. complies with the Commission's policies relating to future ownership interests; and 4. complies with the Commission's restrictions relating to the insulation and non-participation of non-party investors and creditors. 	Yes No See Explanation in [Exhibit 4]
	b. Radio Applicants Only. If the grant of the application would result in certain principal community service contour overlaps, see Local Radio Ownership Worksheet, Question 1, applicant certifies that all relevant information has been placed in public inspection file(s) and submitted to the Commission.	♥ Yes C No C N/A
		See Explanation in [Exhibit 5]
	Character Issues. Applicant certifies that neither applicant nor any party to the application has or has had any interest in or connection with:	○ Yes ○ No
	a. any broadcast application in any proceeding where character issues were left unresolved or were resolved adversely against the applicant or party to the application; or b. any pending broadcast application in which character issues have been raised.	See Explanation in [Exhibit 6]
6.	Adverse Findings. Applicant certifies that, with respect to the applicant and any party to the application, no	C Yes C No
	adverse finding has been made, nor has an adverse final action been taken by any court or administrative body in a civil or criminal proceeding brought under the provisions of any law related to any of the following: any felony; mass media-related antitrust or unfair competition; fraudulent statements to another government unit; or discrimination.	See Explanation in [Exhibit 7]
7.	Alien Ownership and Control. Applicant certifies that it complies with the provisions of Section 310 of the Communications Act of 1934, as amended, relating to interests of aliens and foreign governments.	C Yes C No
		See Explanation in [Exhibit 8]
	Program Service Certification. Applicant certifies that it is cognizant of and will comply with its obligations as a commission licensee to present a program service responsive to the issues of public concern facing the station's community of license and service area.	Ĉ Yes Ĉ No
	Local Public Notice. Applicant certifies that it has or will comply with the public notice requirements of 47 C.F.R. Section 73.3580.	C Yes C No
\neg	ı	

	Auction Authorization. If the application is being submitted to obtain a construction permit for which the applicant was the winning bidder in an auction, then the applicant certifies, pursuant to 47 C.F.R. Section 73.5005(a), that it has attached an exhibit containing the information required by 47 C.F.R. Sections 1.2107(d), 1.2110(i), 1.2112(a) and 1.2112(b), if applicable.	C Yes C No C N/A [Exhibit 9]
	An exhibit is required unless this question is inapplicable.	
11.	Anti-Drug Abuse Act Certification. Applicant certifies that neither applicant nor any party to the application is subject to denial of federal benefits pursuant to Section 5301 of the Anti-Drug Abuse Act of 1988, 21 U.S.C. Section 862.	€ Yes C No
12.	Equal Employment Opportunity (EEO). If the applicant proposes to employ five or more full-time employees, applicant certifies that it is filing simultaneously with this application a Model EEO Program Report on FCC Form 396-A.	C Yes C No C N/A

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge that all certifications and attached Exhibits are considered material representations. I hereby waive any claim to the use of any particular frequency as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise, and request an authorization in accordance with this application. (See Section 304 of the Communications Act of 1934, as amended.)

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing	
MATTHEW MNICH	PRESIDENT	
Signature	Date 01/08/2004	

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

Sec	tion III-B - FM Engineering							
En	CHNICAL SPECIFICATIONS sure that the specifications below are accurate. Contradicting data found elsewhere in this application will be disregarded. All items must be applied. The response "on file" is not acceptable.							
	СН ВОХ							
1.	Channel Number: 280							
2.	Class (select one): A C B1 C B C C3 C C2 C C1 C C0 C C D							
3.	Antenna Location Coordinates: (NAD 27) Latitude: Degrees 40 Minutes 5 Seconds 24 North South Longitude: Degrees 82 Minutes 56 Seconds 52 West East							
4.	One Step Proposal Allotment Coordinates: (NAD 27) Not Applicable Latitude: Degrees Minutes Seconds North South Longitude: Degrees Minutes Seconds West East							
5.	Antenna Structure Registration Number: Not Applicable Notification filed with FAA							
6.	Overall Tower Height Above Ground Level: [106meters							
7.	Height of Radiation Center Above Mean Sea Level: 367 meters(H) 367 meters(V)							
8.	Height of Radiation Center Above Ground Level: [102meters(H)]							
	Height of Radiation Center Above Average Terrain: [100meters(H)] [100meters(V)]							

CDBS Print

10.	Effective Radiated Power:							6 kW(H)		6 kW(V)		
	Maximum Effective Radiated Power: W Not Applicable (Beam-Tilt Antenna ONLY)								kW(H)		kW(V)	
12.	Direction	nal Anten	na Relative Fi	ield Values	Not appl	licable (No	ondirectional)					
	Rotation	(Degrees): 0	_	No Rota	tion						
Deg	egrees Value Degrees Value				Degrees	Value	Degrees	Value	Degrees	Value	Degrees	Value
0			10]	20		30		40		50	
60			70]	80		90		100		110	-
120					140		150		160		170	
180)		190]	200		210		220		230	
240)		250]	260		270		280		290	
300)		310]	320		330		340		350	
	ditional imuths											

Relative Field Polar Plot

NOTE: In addition to the information called for in this section, an explanatory exhibit providing full particulars must be submitted for each question for which a "No" response is provided.

CERTIFICATION

AUXILIARY ANTENNA APPLICANTS ARE NOT REQUIRED TO RESPOND TO ITEMS 13-16. PROCEED TO ITEM 17.

Allotment. The proposed facility complies with the allotment requirements 73.203.	s of 47 C.F.R. Section	€ Yes C No
		See Explanation in [Exhibit 21]
4. Community Coverage. The proposed facility complies with 47 C.F.R. Sec	etion 73.315.	€ Yes C No
		See Explanation in [Exhibit 22]
5. Main Studio Location. The proposed main studio location complies with 73.1125.	47 C.F.R. Section	€ Yes C No
		See Explanation in [Exhibit 23]
6. Interference. The proposed facility complies with all of the following app Check all those that apply:	licable rule sections:	C Yes € No
		See Explanation in [Exhibit 24]
Separation Requirements. Separation Requirements Separation Republication R		
Grandfathered Short-Spaced.		
b) 47 C.F.R. Section 73.213(a) with respect to station(s): Exhibit required	[Exhibit 25]	
C c) 47 C.F.R. Section 73.213(b) with respect to station(s): Exhibit required	[Exhibit 26]	
d) 47 C.F.R. Section 73.213(c) with respect to station(s): Exhibit required.	[Exhibit 27]	
li ·		
Contour Protection		

CDBS Print		Dans 5 of 6		
1		Page 5 of 6		
e) 47 C.F.R. Section 73.215 with respect to st Exhibit required.	ation(s):			
17. Environmental Protection Act. The proposed funder 47. C.F.R. Section 1.1306 (i.e., The facility and complies with the maximum permissible radio	will not have a significant environmental impact of office of the significant environmental impact of the significant environmental envi	Yes No See Explanation in		
		[Exhibit 29]		
Exhibit required. Environmental Protection Act. The proposed facility is excluded from environmental processing under 47. C.F. R. Section 1.1306 (i.e., The facility will not have a significant environmental impact and complies with the maximum permissible radiofrequency electromagnetic exposure limits for controlled and uncontrolled environments), Unless the applicant can determine compliance through the use of the RF worksheets in Appendix A, an Exhibit is required. By checking "Yes" above, the applicant also certifies that it, in coordination with other users of the site, will reduce power or cease operation as necessary to protect persons having access to the site, tower or antenna from radiofrequency electromagnetic exposure in excess of FCC guidelines. EPARERS CERTIFICATION ON PAGE 3 MUST BE COMPLETED AND SIGNED. SECTION III - PREPARER'S CERTIFICATION tify that I have prepared Section III (Engineering Data) on behalf of the applicant, and that after such preparation, I have examined and found be accurate and true to the best of my knowledge and belief. Relationship to Applicant (e.g., Consulting Engineer) CONSULTING ENGINEER LIABLE D. RHODES, P.E. CONSULTING ENGINEER Date 01/07/2004 Ing Address FLIL, MERTZ & DAVIS, INC. 2 ASHTON AVE. State or Country (if foreign address) VA NASSAS NA CONSULTING COM WRHODES@CMDCONSULTING.COM				
PREPARERS CERTIFICATION ON PAGE 3 MU	ST BE COMPLETED AND SIGNED.			

SECTION	III - PREPARER'S CERTIFICATION			
SECTION	III - I REI AREN 5 CERTIFICATION	•		
I certify that I have prepared Section III (Engineering I it to be accurate and true to the best of my knowledge a	Data) on behalf of the applicant, and that after such p. nd belief.	reparation, I have examined and found		
Name	Relationship to Applicant (e.g., C	onsulting Engineer)		
MICHAEL D. RHODES, P.E.	CONSULTING ENGINEER			
Signature	_ ****			
Mailing Address CAVELL, MERTZ & DAVIS, INC. 7839 ASHTON AVE.				
City MANASSAS				
Telephone Number (include area code) 7033929090				
WILLFUL FALSE STATEMENTS ON THIS FORM	M ARE PUNISHABLE BY FINE AND/OR IMPRIS	SONMENT (U.S. CODE, TITLE 18,		
SECTION 1001), AND/OR REVOCATION OF ANY 312(a)(1)), AND/OR	STATION LICENSE OR CONSTRUCTION PERM FORFEITURE (U.S. CODE, TITLE 47, SECTION	IIT (U.S. CODE, TITLE 47, SECTION 503).		
Exhibits				
Exhibit 4 Description: EXHIBIT 4 - COMPLIANCE WITH RAI	DIO MULTIPLE OWNERSHIP			
ATTACHED AS FIGURE 1 IS A MAP DEPICTING T NORTH AMERICAN BROADCASTING'S PERTINE AS SHOWN THEREON, THERE ARE AT LEAST TE SITES WITHIN THE COLLECTIVE PRINCIPAL CO IF THERE WERE ONLY THIRTEEN COMMERCIAL THREE OF THOSE STATIONS WOULD NOT EXCE	NT, COMMONLY OWNED STATIONS: WEGE(I IN (10) OTHER COMMERCIAL OPERATING ST MMUNITY CONTOURS OF THE THREE COMN L STATION OPERATING IN COLUMBUS, OHIO	FM), WBZX(FM), AND WMNI(AM). CATIONS WITH TRANSMITTER MONLY OWNED STATIONS. EVEN D, THE COMMON OWNERSHIP OF		
(FM) CONTINUES TO COMPLY WITH SECTION 73	3.3555 OF THE COMMISSION'S RULES.			

Attachment 4

Description	
Exhibit 4 - Engineering Exhibit - Radio Multiple Ownership	

Exhibit 5

Description: LOCAL RADIO OWNERSHIP

CDBS Print	Page 6 of 6
SEE EXHIBIT 4.	
Attachment 5	
Exhibit 24 Description: EXHIBIT 24 - NATURE OF PROPOSAL - ALLOCATION CONSIDERATIONS	
ATTACHED AS EXHIBIT 24	
Attachment 24	
Description	
Exhibit 24 - Nature of Proposal - Allocation Considerations	
Exhibit 29 Description: EXHIBIT 29 - ENVIRONMENTAL CONSIDERATIONS	
ATTACHED AS EXHIBIT 29	
Attachment 29	
Description	
Exhibit 29 - Environmental Considerations	

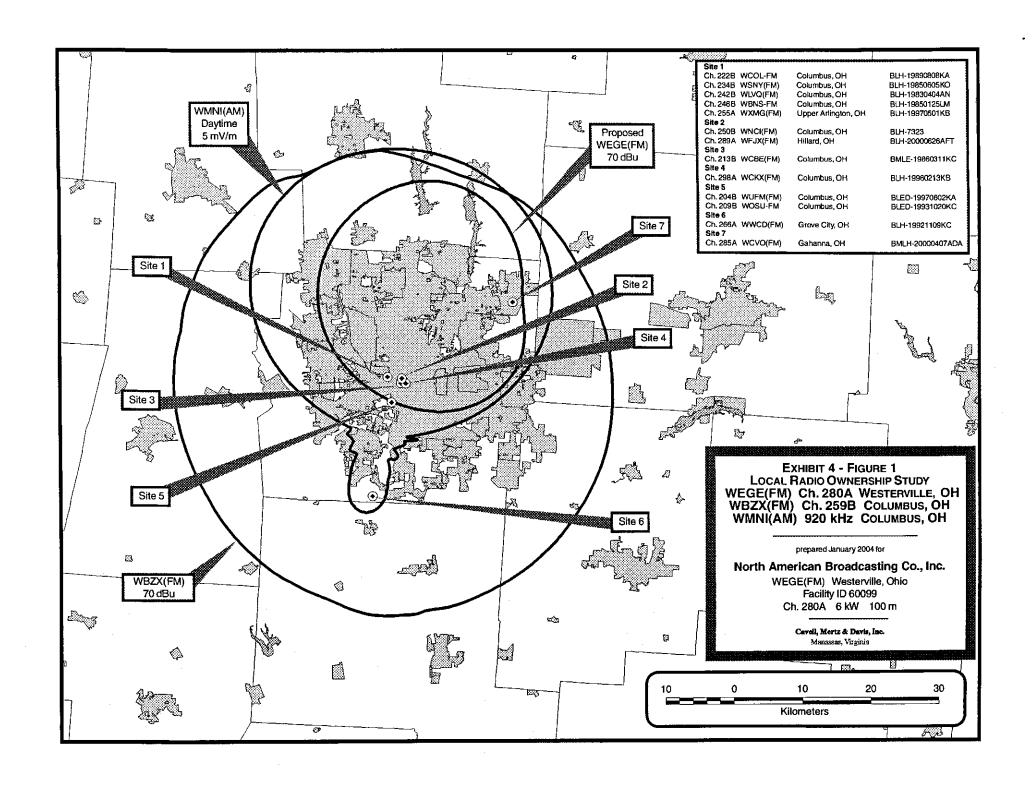


Exhibit 24 - Statement A NATURE OF THE PROPOSAL

prepared for

North American Broadcasting Co., Inc.

WEGE(FM) Westerville, Ohio Facility ID 60099 Ch. 280A 6 kW 100 m

North American Broadcasting Co., Inc. ("North American") is the licensee of WEGE(FM), Ch. 280A in Westerville, OH. WEGE is currently licensed to operate with an effective radiated power ("ERP") of 5.1 kW at an antenna height above average terrain ("HAAT") of 106 meters with a directional antenna. North American seeks to relocate the WEGE transmitter to a new site and utilize an omni directional antenna system. Under the instant proposal WEGE will operate with an ERP of 6 kW and an antenna HAAT of 100 meters.

A "Notice of Proposed Construction or Alteration" has been submitted to the FAA for the new tower structure. Upon receipt of a "Determination of No Hazard" the structure will be registered with the FCC.

The principal community of Westerville is encompassed by the proposed WEGE 70 dBμ coverage contour. The attached Exhibit 24 - Figure 1 supplies a coverage contour map for the proposed WEGE facility. According to the 2000 Census figures, the proposed facility provides 60 dBμ coverage to a total of 1,217,618 persons, including 549,871 more persons than the licensed WEGE facility. Only 19,648 persons currently covered by the WEGE 60 dBμ contour will lose 60 dBμ coverage resulting in a net gain of 530,223 persons in the WEGE proposed coverage area.

The proposed WEGE facility meets all of the minimum distance separation requirements of §73.207(b) of the Rules with respect to all other pertinent stations and allotments as contained in the Commission's CDBS database, with the exception of the licensed Class C facility of WPAY-FM, Portsmouth, Ohio and a Rulemaking Proposal for Channel 278A at Pickerington, Ohio¹. An allocations spacing summary table is provided as **Exhibit 24 - Table 1**.

¹ Amendment of Section 73.202(b), Table of Allotments, FM Broadcast Stations. (Lancaster and Pickerington, Ohio), MB Docket No. 03-238, RM-10820, DA 03-3648, released November 17, 2003.

Exhibit 24 - Statement A NATURE OF THE PROPOSAL

(Page 2 of 2)

WPAY-FM Portsmouth, Ohio

WPAY-FM is presently licensed as a Class C facility with an ERP of 100 kW and antenna HAAT of 305 meters. This facility does not meet the revised Class C minimum HAAT of 451 meters and was subject to reclassification as a Class C0 under Note 4 of §73.3573. In response to a triggering application filed by *North American* (file number BPH-20011221AAQ), the licensee of WPAY-FM applied for and was granted a Construction Permit ("CP" file number BPH-20021023ABC). This CP enables WPAY-FM to remain a full Class C facility albeit at a much different location from its licensed facility. The WEGE facility proposed herein is fully spaced to the authorized WPAY-FM Class C CP facility.

As required under Note 4 of §73.3573, the WPAY-FM Licensed Class C facility will be reclassified as a Class C0 station if the construction is not completed as authorized. Therefore, the proposed WEGE operation will be fully spaced to the WPAY-FM licensed facility as a Class C0 should the WPAY-FM CP expire. A waiver of §73.207(b) and §73.3517 to the extent necessary, is hereby respectfully requested on behalf of *North American*. Further, *North American* requests that, if necessary, the WEGE construction permit be conditional upon the grant of program test authority for the authorized WPAY-FM facility.

Pickerington, Ohio

A Petition for Rulemaking was recently filed which proposes to change the community of license of WJZA Channel 278A at Lancaster, Ohio to Pickerington, Ohio. The instant application would be fully spaced to the Pickerington allotment if the allotment coordinates were changed to 39°55'42" N, 82°38'42" W. An allotment located at these coordinates will be fully spaced to all other pertinent stations and will permit coverage of Pickerington with the required 70 dBµ signal.

The proposed operation of WEGE is located 178.3 km from the Canadian border, however the proposed relocation of the WEGE facility is an increase in the distance to the Canadian border. As demonstrated herein, the proposed operation of WEGE, with the noted exceptions, complies with all applicable Commission rules and policies.

Exhibit 24 - Table 1 **ALLOCATION SPACING SUMMARY**

prepared for

North American Broadcasting Co., Inc.

WEGE(FM) Westerville, Ohio Facility ID 60099 Ch. 280A 6 kW 100 m

REFERENCE 40 05 24 N CLASS = A 82 56 52 W Current Spacings Channel 280 - 103.9 MHz				DISPLAY DATES DATA 01-02-04 SEARCH 01-05-04				
Call	Cha	annel	Location		Dist		FCC	Margin
WPAYFM WPAYF			Portsmouth		151.92	181.8		
RADD -3.49**	ADD	278A	Pickerington	ОН	27.51	126.1	31.0	
WXEG RDEL	LIC DEL	280A 278A	Beavercreek Lancaster	OH OH	115.41 36.40	249.6 133.5	31.0	5.40
WJZA WCKYFM		278A 279B	Lancaster Tiffin	OH	36.40 119.17	133.5 347.9		6.17
AP279 AP279 WFCB	APP APP APP	279D 279D 227B	London Lodon Ashville	OH OH	41.80 41.80 23.91	247.2 247.2 186.7	34.0 34.0 15.0	7.80 7.80 8.91
WJZK W280CY	LIC LIC	282A 280D	Richwood Mcconnelsville	OH	40.38	306.7 117.8	31.0 85.0	9.38
WPAYFM AP279	CP APP	281C 279D	Portsmouth Urbana	OH OH	186.20 65.51	184.9 275.2	34.0	21.20 31.51
AP279 ALLO	APP VAC	279D 279A	Urbana Mcconnelsville		65.51 106.40	275.2 117.3	34.0 72.0	31.51 34.40
RADD RDEL WFCB	ADD DEL LIC	227B 227B 227B	Ashville Chillicothe Chillicothe	OH OH	52.29 52.29 57.06	174.3 174.3 194.1	15.0 15.0 15.0	37.29 37.29 42.06
WFCB WFCB WQKT	CP LIC	227B 227B 283B	Ashville Wooster	OH	57.06 117.93	194.1	15.0	42.06 42.06 48.93
AP277 WQAL	APP CP		Zanesville Cleveland	OH	79.45 172.39	101.0 35.8	26.0 113.0	53. 4 5 59.39
AP277 AP277	APP APP	277D 277D	Green Meadows Green Meadows	OH OH	85.51 85.51	255.4 255.4		59.51 59.51
AP277 AP280	APP APP	277D 280D	Green Meadows Parkersburg		85.51 144.67		85.0	
WQAL WETZFM	LIC LIC	281B 280A	Cleveland New Martinsville	WV WV	176.78 180.72	35.4 105.0	113.0 115.0	63.78 65.72

^{*} Spacing shown to the WPAY-FM Licensed facility operating as a Class CO. See Engineering Statement. Spacing criteria is met when rounded to nearest kilometer, per §73.208.

^{**}Spacing criteria met when allotment is located at 39°55'42"N, 82°38'42"W. See Engineering Statement.

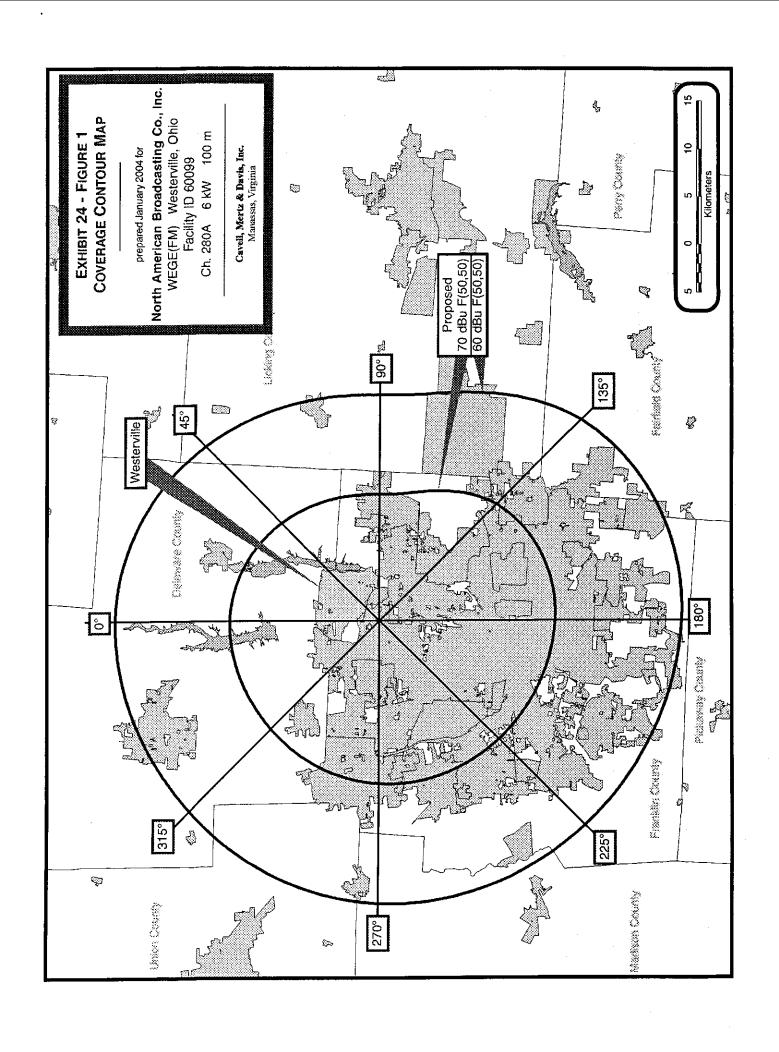


Exhibit 29 - Statement B ENVIRONMENTAL CONSIDERATIONS

prepared for

North American Broadcasting Co., Inc.

WEGE(FM) Westerville, Ohio Facility ID 60099 Ch. 280A 6.0 kW 100 m

Nature of The Proposal

North American Broadcasting Co., Inc. ("North American"), licensee of radio station WEGE(FM) Westerville, Ohio, herein proposes to relocate WEGE to a new tower structure at a different site location and increase its effective radiated power (ERP) to 6 kilowatts. The instant proposal is not believed to have a significant environmental impact as defined under §1.1306 of the Commission's Rules. Based on information provided by the applicant, it is believed that the provisions of §1.1307(a)(1-8) of the Commission's Rules would not apply in this case. Consequently, preparation of an Environmental Assessment is not required.

Human Exposure to Radiofrequency Radiation

The proposed operation was evaluated for human exposure to radiofrequency ("RF") electromagnetic fields using the procedures outlined in the Commission's <u>OET Bulletin No. 65</u> ("<u>OET 65</u>"). <u>OET 65</u> describes a means of determining whether a proposed facility exceeds the radiofrequency exposure guidelines adopted in §1.1310. Under present Commission policy, a facility may be presumed to comply with the limits specified in §1.1310 if it satisfies the exposure criteria set forth in <u>OET 65</u>. Based upon that methodology, and as demonstrated in the following, the proposed transmitting system will comply with the cited adopted guidelines.

North American proposes to employ a transmitting antenna such that its center of radiation is 102 meters above ground. A maximum ERP of 6 kilowatts, circularly polarized, will be employed. The "uncontrolled/general population" limit specified in §1.1310 for FM radio frequency is 200 µW/cm². RF plane wave power density is predicted pursuant to OET 65, equation (9):

 $S = (33.4098) (F^2) (ERP) / D^2$

Exhibit 29 - Statement B ENVIRONMENTAL CONSIDERATIONS

(Page 2 of 3)

Where:

S = RF power density in microwatts/cm²

ERP = total ERP in Watts

F = relative field factor

D = distance in meters

Using this formula, the proposed facility would contribute an RF power density of 40.1 µW/cm² at two meters above ground level near the antenna support structure, or 20 percent of the general population/uncontrolled limit. When the antenna's actual vertical (elevation) pattern is employed, the calculated RF power density near the ground is reduced. At ground level locations away from the base of the tower, the calculated RF power density is even lower, due to the increasing distance from the transmitting antenna

According to the FCC's CDBS database, the nearest authorized FM station is WOBN(FM) (Ch. 268D, Westerville, OH), at 3.9 km from the proposed WEGE facility. There are no other authorized AM, FM or television within 5 km. At these large distances, consideration of other broadcast station emitters is not necessary.

Safety of Tower Workers and the General Public

As demonstrated herein, excessive levels of RF energy attributable to the proposal will not be caused at publicly accessible areas at ground level near the antenna supporting structure. Consequently, members of the general public will not be exposed to RF levels in excess of the Commission's guidelines. Nevertheless, tower access will be restricted and controlled through the use of a locked fence. Additionally, appropriate RF exposure warning signs will be posted.

With respect to worker safety, it is believed that based on the preceding analysis, excessive exposure would not occur in areas at ground level. A site exposure policy will be employed protecting maintenance workers from excessive exposure when work must be performed on the tower in areas where high RF levels may be present. Such protective measures may include, but will

Exhibit 29 - Statement B ENVIRONMENTAL CONSIDERATIONS

(Page 3 of 3)

not be limited to, restriction of access to areas where levels in excess of the guidelines may be expected, power reduction, or the complete shutdown of facilities when work or inspections must be performed in areas where the exposure guidelines will be exceeded. On-site RF exposure measurements may also be undertaken to establish the bounds of safe working areas. The applicant agrees to cooperate with any future licensees operating on or near this tower structure.

ENGINEERING EXHIBIT

Application for Construction Permit

prepared for

North American Broadcasting Co., Inc.

WEGE(FM) Westerville, Ohio Facility ID 60099

Ch. 280A 6 kW 100 m

Table of Contents

FCC Form

FCC Form 301, Section III-B

Exhibit 24

Statement A

Nature of the Proposal

Figure 1

Coverage Contour Map

Table 1

Allocation Spacing Summary

Exhibit 29

Statement B

Environmental Considerations

This material supplies a "hard copy" of the engineering portions of this application as entered January 7, 2004 for filing electronically. Since the FCC's electronic filing system may be accessed by anyone with the applicant's name and password, and electronic data may otherwise be altered in an unauthorized fashion, we cannot be responsible for changes made subsequent to our entry of this data and related attachments.

Ses C No	[5] Allotment. The proposed facility complies with the allotment requirements of 47 C.F.R. Section 73.203.				
AUXILIARY ANTENNA APPLICANTS ARE NOT REQUIRED TO RESPOND TO ITEMS 13-16. PROCEED TO ITEM 17.					
			CERTIFICATION		
		s brovided.	question for which a "No" response is		
lars must be submitted for each	anatory exhibit providing full particu				
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	,	Saniga D	Directional Antenna Relative Fiel		
·	irectional)	d Values: Not applicable (Nond	15.		
			(Beam-Tilt Antenna ONLY)		
<u>κ</u> Μ(Λ)	KM(H)	ver: Not Applicable	Maximum Effective Radiated Pow		
9 κM(Λ)	e kw(H)		[10] Effective Radiated Power:		
	100meters		8. Height of Radiation Center Above 9. Height of Radiation Center Above		
	102meters				
6. Overall Tower Height Above Ground Level: 106meters 367 meters(W) 367 meters(W)					
· · · · · · · · · · · · · · · · · · ·	701		Not Applicable Votificatio		
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		J.J. J U.	2 Class (select one):		
			I Channel Number: 280		
			ДЕСН ВОХ		
The response "on file" is not acceptable.					
Enclared the specifications below are accurate. Contradicting data found elsewhere in this application will be disregarded. All items must be completed.					
		11 Market 1	TECHNICAL SPECIFICATIONS Section III-B - FM Engineering		
			LEFEL WALL 17 O		

See Explanation in [Exhibit 21]

Community Coverage. The proposed facility complies with 47 C.F.R. Section 73.315.	
	See Explanation in [Exhibit 22]
ection 73.1125.	€ Yes C No
	See Explanation in [Exhibit 23]
ections:	C Yes O No
	See Explanation in [Exhibit 24]
	•
[Exhibit 25]	
[Exhibit 26]	
[Exhibit 27]	
[Exhibit 28]	
processing under pact and complies	€ Yes C No
olled and use of the RF	See Explanation in [Exhibit 29]
sers of the site, will tower or antenna	
	[Exhibit 25] [Exhibit 26] [Exhibit 27] [Exhibit 28] processing under and complies oblied and use of the RF sers of the site, will

SECTION III - PREPARER'S CERTIFICATION

I certify that I have prepared Section III (Engineering Data) on behalf of the applicant, and that after such preparation, I have examined and found it to be accurate and true to the best of my knowledge and belief.

Name MICHAEL D. RHODES, P.E.	Relationship to Applicant (e.g. CONSULTING ENGINEER	Relationship to Applicant (e.g., Consulting Engineer) CONSULTING ENGINEER			
Signature	Date 1/7/2004	1			
Mailing Address CAVELL, MERTZ & DAVIS, INC. 7839 ASHTON AVE.					
City MANASSAS	State or Country (if foreign address) VA	Zip Code 20109 -			
Telephone Number (include area code) 7033929090	E-Mail Address (if available) MRHODES@CMDCONSULTING.COM				

Exhibits Exhibit 4 Description: EXHIBIT 4 - COMPLIANCE WITH RADIO MULTIPLE OWNERSHIP ATTACHED AS FIGURE 1 IS A MAP DEPICTING THE OVERLAPPING PRINCIPAL COMMUNITY COVERAGE CONTOURS OF NORTH AMERICAN BROADCASTING'S PERTINENT, COMMONLY OWNED STATIONS; WEGE(FM), WBZX(FM), AND WMNI(AM). AS SHOWN THEREON, THERE ARE AT LEAST TEN (10) OTHER COMMERCIAL OPERATING STATIONS WITH TRANSMITTER SITES WITHIN THE COLLECTIVE PRINCIPAL COMMUNITY CONTOURS OF THE THREE COMMONLY OWNED STATIONS. EVEN IF THERE WERE ONLY THIRTEEN COMMERCIAL STATION OPERATING IN COLUMBUS, OHIO, THE COMMON OWNERSHIP OF THREE OF THOSE STATIONS WOULD NOT EXCEED THE 50% THRESHOLD. THUS, THE PROPOSED RELOCATION OF WEGE(FM) CONTINUES TO COMPLY WITH SECTION 73.3555 OF THE COMMISSION'S RULES. Attachment 4 Description Exhibit 4 - Engineering Exhibit - Radio Multiple Ownership Exhibit 24 Description: EXHIBIT 24 - NATURE OF PROPOSAL - ALLOCATION CONSIDERATIONS ATTACHED AS EXHIBIT 24 Attachment 24 Description Exhibit 24 - Nature of Proposal - Allocation Considerations

Description

Exhibit 29

Attachment 29

ATTACHED AS EXHIBIT 29

Exhibit 29 - Environmental Considerations

Description: EXHIBIT 29 - ENVIRONMENTAL CONSIDERATIONS